

Message Text

UNCLASSIFIED

PAGE 01 JIDDA 03873 310521Z

ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W

-----310522Z 000501 /17

R 300525Z MAY 77

FM AMEMBASSY JIDDA

TO USDOC WASHDC

SECSTATE WASHDC 8490

AMEMBASSY ATHENS

AMEMBASSY DAMASCUS

AMEMBASSY KUWAIT

AMCONSUL DHAHRAN

USLO RIYADH

UNCLAS JIDDA 3873

ATHENS FOR RTDO

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJ: PROCESS CONTROLS SEMINAR MISSION, OCTOBER 1977

REF: A) STATE 109580, B) JIDDA 3711, C) DHAHRAN 590

D) DHAHRAN 67, E) JIDDA 0360

1. WE ACCEPT SUGGESTED ITINERARY IN REF (A) WITH FOLLOW-
ING MODIFICATIONS. BELIEVE ONE-DAY RIYADH STOPOVER IS
IMPORTANT FOR THIS SEMINAR MISSION FOR PRESENTATION TO
SAUDI OFFICIALS CONCERNED WITH INDUSTRIAL DEVELOPMENT.
EMBASSY WILL ARRANGE APPOINTMENTS (ROUNDTABE DISCUSSION,
IF POSSIBLE, RATHER THAN SEMINAR PRESENTATION) WITH
SABIC, PETROMIN, MINISTRY OF INDUSTRY AND ELECTRICITY,
AND OTHER RELEVANT SAG CONTACTS.

2. SUGGEST REVISING INITIAL PORTION OF MISSION SCHEDULE
AS FOLLOWS: SUNDAY, OCT 2, ARRIVE JIDDA; FRIDAY, OCT 7,
DEPART JIDDA FOR RIYADH; SATURDAY, OCT 8, MEETINGS WITH
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 JIDDA 03873 310521Z

SAG OFFICIALS, DEPART LATE FLIGHT FOR DHAHRAN; TUESDAY,
OCT 11, DEPART DHAHRAN AS SCHEDULED REF (A).

3. AVAILABILITY OF APPROPRIATE SEMINAR LACATIONS:
IN RIYADH WE WILL TRY TO ARRANGE A MINISTERIAL MEETING;
IN JIDDA WE PLAN TO USE EMBASSY COMMERCIAL CENTER FOR
SEMINAR PRESENTATIONS.

4. THERE IS NO FIRST CLASS HOTEL AS SUCH IN JIDDA. WE WILL OFFER BEST LOCAL EQUIVALENT, MOST PROBABLY AL-ATTAS HOTEL.

5. EARLY PART OF ADVANCE TRIP FALLS DURING RAMADAN WHEN MEETINGS WITH PROSPECTIVE BUSINESS CONTACTS WILL BE DIFFICULT TO OBTAIN BUT LOGISTICS PREPARATION WILL BE POSSIBLE IF AO ARRIVES SEPT 18. PERIOD FROM SEPT 13-17 WHEN HOLIDAY FALLS AFTER THE FASTING PERIOD IS NOT RECOMMENDED FOR VISIT AS ALL BUSINESSES ARE CLOSED. COMMERCE MAY WISH SHORTEN TOTAL ADVANCEMAN TIME IN AREA BECAUSE OF THIS FACTOR.

6. RE REF (C) WE NOTE THAT THIS IS REVERSAL OF POST'S COMMENTS IN EARLIER MESSAGE, REF (D). REGARDING DHAHRAN'S CATALOG SHOW PROPOSAL, WE BELIEVE IT IS TOO LATE TO CHANGE THE SEMINAR MISSION TO SUCH A FORMAT. IN ANY CASE, OUR EXPERIENCE HERE AND, AS WE ARE CONTINUALLY BEING TOLD BY SAUDI AND OTHER BUSINESSMEN, THIS IS NOT A MARKET WHICH CAN BE SOLD OR STIMULATED BY CATALOGS, BROCHURES, OR LETTERS. SAUDIS INSIST ON PERSONAL VISIT APPROACH AND BEST RESULTS ARE OBTAINED BY THIS TACTIC. FOR THIS REASON, POST HAS WELCOMED MISSIONS AND TO A LESSER EXTENT SALES-RELATED SEMINARS DESPITE STRAIN ON RESOURCES. AS FAR AS MISSION OBJECTIVE IS CONCERNED, WE INDICATED (REF E) THAT SEMINAR MISSION SHOULD BE EXPLORATORY. EARLY MARKET EFFORT WILL NOT BE LOST ON IMPORTANT SAUDI FIRMS WHO UNCLASSIFIED

UNCLASSIFIED

PAGE 03 JIDDA 03873 310521Z

WOULD BE INTERESTED IN AGENCIES WITH FUTURE POTENTIAL. GIVEN THE FACT, AS DHAHRAN NOTES IN REF (C), THAT U.S. ENGINEERING FIRMS ARE PREPARING MAJOR SAUDI PROJECT PLANS, THE PRODUCTS OUTLINED IN JIDDA 0360 (PARA 2C) AND THE SEMINAR MISSION WOULD BE WELL MESHED INTO FUTURE PLANS.

7. JIDDA INTENDS HOLD PRESENTATIONS IN LATE AFTERNOON ALLOWING MORNING BUSINESS HOURS FOR APPOINTMENTS. PRESIDENT OF THE JIDDA CHAMBER HAS SUGGESTED THAT MORNINGS ARE NOT GOOD FOR SEMINAR ATTENDANCE AND RECOMMENDED 4-7:30 P.M. SESSIONS. AS NOTED ABOVE, WE INTEND TO USE THE COMMERCIAL CENTER LIBRARY AND CONTIGUOUS OPEN OFFICE SPACE FOR PRESENTATIONS. CENTER WILL BE FULLY RESERVED FOR MISSION. RECEPTION PLANNED FOR SECOND DAY AFTER ARRIVAL TO AVOID POSSIBLE SLIPPAGE.

8. POST AGAIN EMPHASIZES THE NEED FOR EARLY RECEIPT OF BROCHURES AND PRESENTATIONS OF INDIVIDUAL PARTI-

CIPANTS. ARABIC SUMMARIES OF LATTER, IF NOT FULLY
TRANSLATED, WILL BE USEFUL ESPECIALLY FOR SAG
OFFICIAL TARGETS. BUDGET SHOULD ALLOW AT LEAST
\$350 FOR ONE-PAGE ARABIC SUMMARY TRANSLATIONS OF
UP TO SEVEN PARTICIPANTS PLUS LEADER'S PRESENTATION,
IF NEEDED TO BE DONE HERE. POST WILL PRESENT
COMPLETE BUDGET LATER.

9. POST WILL APPRECIATE RECEIVING IDENTITY OF
PARTICIPANTS AND COMPANIES AS THEY ARE RECRUITED
IN ORDER PROMOTE INTEREST AS EARLY AS POSSIBLE
ON INDIVIDUAL TARGET BASIS.
HORAN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 30-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977JIDDA03873
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770192-0992
Format: TEL
From: JIDDA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977055/aaaaadv.tel
Line Count: 129
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: cf883d92-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 109580, 77 JIDDA 3711, 77 DHAHRAN 590
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2491052
Secure: OPEN
Status: NATIVE
Subject: PROCESS CONTROLS SEMINAR MISSION, OCTOBER 1977
TAGS: BEXP, SA
To: COM STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/cf883d92-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009